



WKMG

ORDER

Print Date 10/19/12 Page 1 of 10

Flight Dates 10/24/12-10/30/12

Contract / Revision 262655 /

Original Date / Revision
10/19/12 10/19/12

Advertiser POL/American Crossroads

Agency Crossroads Media, LLC

Buying Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Product
AMERICAN CROSSROADS

Agency Com 15%

Billing Contact

66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1257

Alt Order # 06387055

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL-Issue

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie | 100% | | |

Order Share 100% Market Value 268400

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | 0 |
| WESH | % | 0 |
| WFTV | % | 0 |
| WKCF | % | 0 |
| WOFL | % | 0 |
| WOPX | % | 0 |
| WRBW | % | 0 |
| WRDQ | % | 0 |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|--------------|--------------|--------|------------|----------|---------|--------------|--------------|
| October 2012 | 65 | \$150,280.00 | \$176,800.00 | 0.00 | 10/01/12 | 10/28/12 | 65 | \$150,280.00 | \$176,800.00 |
| November 2012 | 37 | \$77,860.00 | \$91,600.00 | 0.00 | 10/29/12 | 10/30/12 | 37 | \$77,860.00 | \$91,600.00 |
| Totals | 102 | \$228,140.00 | \$268,400.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-----|------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 1 | WKMG | 10/26/12 | 10/26/12 | 10-11a Let's Make A Deal Let's Make a Deal | CM | 10-11a | ----1-- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$700.00 | | 0.00 | | | |
| E 2 | WKMG | 10/26/12 | 10/26/12 | Fri Prime 10p Blue Bloods | CM | 10-11p | ----1-- | :30 | 1 | \$15,000.00 | P-3 | 0.00 | NM | 1 | \$15,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$15,000.00 | | 0.00 | | | |
| E 3 | WKMG | 10/26/12 | 10/26/12 | M-F 11p News M-F 11p News | CM | 11-1135p | ----1-- | :30 | 1 | \$2,500.00 | P-3 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$2,500.00 | | 0.00 | | | |
| E 4 | WKMG | 10/26/12 | 10/26/12 | M-F David Letterman David Letterman | CM | 1136p-1238a | ----1-- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |



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Contract / Revision

262655

Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|------|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 4 | WKMG | 10/26/12 | 10/26/12 | M-F David Letterman David Letterman | CM | 1136p-1238a | ----1-- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$1,000.00 | | 0.00 | | | |
| E 5 | WKMG | 10/26/12 | 10/26/12 | 11-12p Price Is Right Price Is Right | CM | 11a-12p | ----1-- | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$1,400.00 | | 0.00 | | | |
| E 6 | WKMG | 10/26/12 | 10/26/12 | 1230-2p CBS Soaps Soaps | CM | 12:30-2p | ----1-- | :30 | 1 | \$1,250.00 | P-3 | 0.00 | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$1,250.00 | | 0.00 | | | |
| E 7 | WKMG | 10/26/12 | 10/26/12 | Local 6 News 12-1230p Local 6 News 12-1230p | CM | 12-1230p | ----1-- | :30 | 1 | \$1,250.00 | P-3 | 0.00 | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$1,250.00 | | 0.00 | | | |
| E 8 | WKMG | 10/26/12 | 10/26/12 | 2-3p The Talk The Talk | CM | 2-3p | ----1-- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$700.00 | | 0.00 | | | |
| E 9 | WKMG | 10/26/12 | 10/26/12 | 3-4p Doctors The Doctors | CM | 3-4p | ----1-- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$500.00 | | 0.00 | | | |
| E 10 | WKMG | 10/26/12 | 10/26/12 | 4-430p Extra Extra | CM | 4-430p | ----1-- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$700.00 | | 0.00 | | | |
| E 11 | WKMG | 10/26/12 | 10/26/12 | Morn News at 5a Morn News at 5a | CM | 5-530a | ----1-- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$500.00 | | 0.00 | | | |
| E 12 | WKMG | 10/26/12 | 10/26/12 | News at 5p News at 5p | CM | 5-530p | ----1-- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$1,000.00 | | 0.00 | | | |
| E 13 | WKMG | 10/26/12 | 10/26/12 | News at 6p News at 6p | CM | 6-630p | ----1-- | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$1,400.00 | | 0.00 | | | |
| E 14 | WKMG | 10/26/12 | 10/26/12 | Morn News at 6a Morn News at 6a | CM | 6-7a | ----1-- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$1,000.00 | | 0.00 | | | |
| E 15 | WKMG | 10/26/12 | 10/26/12 | News at 7p News at 7p | CM | 7-7:30p | ----1-- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$1,800.00 | | 0.00 | | | |
| E 16 | WKMG | 10/26/12 | 10/26/12 | CBS This Morning The Early Show | CM | 7-9a | ----1-- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ----1-- | | 1 | | | | \$700.00 | | 0.00 | | | |



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Print Date: 10/19/12

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Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 16 | WKMG | 10/26/12 | 10/26/12 | CBS This Morning The Early Show | CM | 7-9a | ----1-- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----1-- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 17 | WKMG | 10/26/12 | 10/26/12 | Fri Prime 8p NCIS | CM | 8-9p | ----1-- | :30 | 1 | \$5,000.00 | P-3 | 0.00 | NM | 1 | \$5,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----1-- | | | | | 1 | \$5,000.00 | | 0.00 | | | |
| E 18 | WKMG | 10/26/12 | 10/26/12 | 9-10a Rachael Ray Rachael Ray | CM | 9-10a | ----1-- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | ----1-- | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 19 | WKMG | 10/29/12 | 10/29/12 | 10-11a Let's Make A Deal Let's Make a Deal | CM | 10-11a | 1----- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 20 | WKMG | 10/29/12 | 10/29/12 | M-F 11p News M-F 11p News | CM | 11-1135p | 1----- | :30 | 1 | \$2,500.00 | P-3 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 21 | WKMG | 10/29/12 | 10/29/12 | M-F David Letterman David Letterman | CM | 1136p-1238a | 1----- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 22 | WKMG | 10/29/12 | 10/29/12 | 11-12p Price Is Right Price Is Right | CM | 11a-12p | 1----- | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| E 23 | WKMG | 10/29/12 | 10/29/12 | 1230-2p CBS Soaps Soaps | CM | 12:30-2p | 1----- | :30 | 1 | \$1,250.00 | P-3 | 0.00 | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$1,250.00 | | 0.00 | | | |
| E 24 | WKMG | 10/29/12 | 10/29/12 | Local 6 News 12-1230p Local 6 News 12-1230p | CM | 12-1230p | 1----- | :30 | 1 | \$1,250.00 | P-3 | 0.00 | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$1,250.00 | | 0.00 | | | |
| E 25 | WKMG | 10/29/12 | 10/29/12 | 2-3p The Talk The Talk | CM | 2-3p | 1----- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 26 | WKMG | 10/29/12 | 10/29/12 | 3-4p Doctors The Doctors | CM | 3-4p | 1----- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 27 | WKMG | 10/29/12 | 10/29/12 | 430-5p Inside Edition Inside Edition | CM | 430-5P | 1----- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$800.00 | | 0.00 | | | |
| E 28 | WKMG | 10/29/12 | 10/29/12 | Morn News at 5a Morn News at 5a | CM | 5-530a | 1----- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$500.00 | | 0.00 | | | |



WKMG

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Contract / Revision

262655

Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--|-------|------------------------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 28 | WKMG | 10/29/12 | 10/29/12 | Morn News at 5a Morn News at 5a | CM | 5-530a | 1----- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 29 | WKMG | 10/29/12 | 10/29/12 | Morn News at 530a Morn News at 530a | CM | 530-6a | 1----- | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$800.00 | | 0.00 | | | |
| E 30 | WKMG | 10/29/12 | 10/29/12 | 530-6p The Insider Insider | CM | 530p-6p | 1----- | :30 | 1 | \$900.00 | P-3 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$900.00 | | 0.00 | | | |
| E 31 | WKMG | 10/29/12 | 10/29/12 | News at 6p News at 6p | CM | 6-630p | 1----- | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| E 32 | WKMG | 10/29/12 | 10/29/12 | Morn News at 6a Morn News at 6a | CM | 6-7a | 1----- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 33 | WKMG | 10/29/12 | 10/29/12 | CBS This Morning The Early Show | CM | 7-9a | 1----- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 34 | WKMG | 10/29/12 | 10/29/12 | M-F 7:30-8p Inside Ed Inside Edition | CM | 730-8p | 1----- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E 35 | WKMG | 10/29/12 | 10/29/12 | 9-10a Rachael Ray Rachael Ray | CM | 9-10a | 1----- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 36 | WKMG | 10/29/12 | 10/29/12 | Mon Prime 9p 2 Broke Girls | CM | 9-930p | 1----- | :30 | 1 | \$15,000.00 | P-3 | 0.00 | NM | 1 | \$15,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | 1----- | | | | | 1 | \$15,000.00 | | 0.00 | | | |
| E 37 | WKMG | 10/27/12 | 10/27/12 | Sat 11p News Sat 11p News | CM | 11-1135p | -----1- | :30 | 1 | \$2,500.00 | P-3 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 38 | WKMG | 10/27/12 | 10/27/12 | 5-7a Sat News Sat 5-7a News | CM | 5-7a | -----1- | :30 | 1 | \$400.00 | P-3 | 0.00 | NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1- | | | | | 1 | \$400.00 | | 0.00 | | | |
| E 39 | WKMG | 10/27/12 | 10/27/12 | 7-9a CBS This Morn Sa 7-9a Sat Early Show | CM | 7-9a | -----1- | :30 | 1 | \$600.00 | P-3 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----1- | | | | | 1 | \$600.00 | | 0.00 | | | |
| E 40 | WKMG | 10/28/12 | 10/28/12 | NFL Game 1 NFL Game 1 | CM | various (1:00 PM-4:00 PM) | -----1 | :30 | 1 | \$18,000.00 | P-3 | 0.00 | NM | 1 | \$18,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |



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Print Date: 10/19/12

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Contract / Revision

262655

Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|---|-------|------------------------------|---------|-----|-------------------|-------------|-----|---------------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 40 | WKMG | 10/28/12 | 10/28/12 | NFL Game 1 NFL Game 1 | CM | various (1:00 PM-4:00 PM) | -----1 | :30 | 1 | \$18,000.00 | P-3 | 0.00 NM | 1 | \$18,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | | | 1 | \$18,000.00 | | 0.00 | | |
| E 41 | WKMG | 10/28/12 | 10/28/12 | 1030-1130a Face Nation Face The Nation | CM | 1030-1130a | -----1 | :30 | 1 | \$2,500.00 | P-3 | 0.00 NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | | | 1 | \$2,500.00 | | 0.00 | | |
| E 42 | WKMG | 10/28/12 | 10/28/12 | Sun 11p News Sun 11p News | CM | 11-1135p | -----1 | :30 | 1 | \$2,500.00 | P-3 | 0.00 NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | | | 1 | \$2,500.00 | | 0.00 | | |
| E 43 | WKMG | 10/28/12 | 10/28/12 | 6-830a Sun News 6-830a Sun News | CM | 6a-830a | -----1 | :30 | 1 | \$400.00 | P-3 | 0.00 NM | 1 | \$400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | | | 1 | \$400.00 | | 0.00 | | |
| E 44 | WKMG | 10/28/12 | 10/28/12 | Sun 630p News Sun 630p News | CM | 630-7p | -----1 | :30 | 1 | \$900.00 | P-3 | 0.00 NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | | | 1 | \$900.00 | | 0.00 | | |
| E 45 | WKMG | 10/28/12 | 10/28/12 | Sun Prime 7-8p Sun 7-8p | CM | 7-8p | -----1 | :30 | 1 | \$20,000.00 | P-3 | 0.00 NM | 1 | \$20,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | | | 1 | \$20,000.00 | | 0.00 | | |
| E 46 | WKMG | 10/28/12 | 10/28/12 | CBS Sunday Morning CBS Sunday Morning | CM | 9-1030a | -----1 | :30 | 1 | \$2,500.00 | P-3 | 0.00 NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | | | 1 | \$2,500.00 | | 0.00 | | |
| E 47 | WKMG | 10/28/12 | 10/28/12 | Sun Prime 9-10p Good Wife | CM | 9-10p | -----1 | :30 | 1 | \$12,000.00 | P-3 | 0.00 NM | 1 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | -----1 | | | | | 1 | \$12,000.00 | | 0.00 | | |
| E 48 | WKMG | 10/25/12 | 10/25/12 | 10-11a Let's Make A Deal Let's Make a Deal | CM | 10-11a | ---1--- | :30 | 1 | \$700.00 | P-3 | 0.00 NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$700.00 | | 0.00 | | |
| E 49 | WKMG | 10/25/12 | 10/25/12 | Thu Prime 10p Elementary | CM | 10-11p | ---1--- | :30 | 1 | \$11,000.00 | P-3 | 0.00 NM | 1 | \$11,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$11,000.00 | | 0.00 | | |
| E 50 | WKMG | 10/25/12 | 10/25/12 | M-F 11p News M-F 11p News | CM | 11-1135p | ---1--- | :30 | 1 | \$2,500.00 | P-3 | 0.00 NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$2,500.00 | | 0.00 | | |
| E 51 | WKMG | 10/25/12 | 10/25/12 | M-F David Letterman David Letterman | CM | 1136p-1238a | ---1--- | :30 | 1 | \$1,000.00 | P-3 | 0.00 NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$1,000.00 | | 0.00 | | |
| E 52 | WKMG | 10/25/12 | 10/25/12 | 11-12p Price Is Right Price Is Right | CM | 11a-12p | ---1--- | :30 | 1 | \$1,400.00 | P-3 | 0.00 NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$1,400.00 | | 0.00 | | |



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Print Date: 10/19/12

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Contract / Revision

262655

Flight Dates 10/24/12-10/30/12

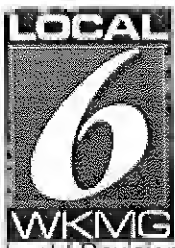
Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 52 | WKMG | 10/25/12 | 10/25/12 | 11-12p Price Is Right Price Is Right | CM | 11a-12p | ---1--- | :30 | 1 | \$1,400.00 | P-3 | 0.00 NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$1,400.00 | | 0.00 | | |
| E 53 | WKMG | 10/25/12 | 10/25/12 | 1230-2p CBS Soaps Soaps | CM | 12:30-2p | ---1--- | :30 | 1 | \$1,250.00 | P-3 | 0.00 NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$1,250.00 | | 0.00 | | |
| E 54 | WKMG | 10/25/12 | 10/25/12 | Local 6 News 12-1230p Local 6 News 12-1230p | CM | 12-1230p | ---1--- | :30 | 1 | \$1,250.00 | P-3 | 0.00 NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$1,250.00 | | 0.00 | | |
| E 55 | WKMG | 10/25/12 | 10/25/12 | 2-3p The Talk The Talk | CM | 2-3p | ---1--- | :30 | 1 | \$700.00 | P-3 | 0.00 NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$700.00 | | 0.00 | | |
| E 56 | WKMG | 10/25/12 | 10/25/12 | 3-4p Doctors The Doctors | CM | 3-4p | ---1--- | :30 | 1 | \$500.00 | P-3 | 0.00 NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$500.00 | | 0.00 | | |
| E 57 | WKMG | 10/25/12 | 10/25/12 | 430-5p Inside Edition Inside Edition | CM | 430-5P | ---1--- | :30 | 1 | \$800.00 | P-3 | 0.00 NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$800.00 | | 0.00 | | |
| E 58 | WKMG | 10/25/12 | 10/25/12 | Morn News at 5a Morn News at 5a | CM | 5-530a | ---1--- | :30 | 1 | \$500.00 | P-3 | 0.00 NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$500.00 | | 0.00 | | |
| E 59 | WKMG | 10/25/12 | 10/25/12 | Morn News at 530a Morn News at 530a | CM | 530-6a | ---1--- | :30 | 1 | \$800.00 | P-3 | 0.00 NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$800.00 | | 0.00 | | |
| E 60 | WKMG | 10/25/12 | 10/25/12 | 530-6p The Insider Insider | CM | 530p-6p | ---1--- | :30 | 1 | \$900.00 | P-3 | 0.00 NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$900.00 | | 0.00 | | |
| E 61 | WKMG | 10/25/12 | 10/25/12 | News at 6p News at 6p | CM | 6-630p | ---1--- | :30 | 1 | \$1,400.00 | P-3 | 0.00 NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$1,400.00 | | 0.00 | | |
| E 62 | WKMG | 10/25/12 | 10/25/12 | Morn News at 6a Morn News at 6a | CM | 6-7a | ---1--- | :30 | 1 | \$1,000.00 | P-3 | 0.00 NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$1,000.00 | | 0.00 | | |
| E 63 | WKMG | 10/25/12 | 10/25/12 | CBS This Morning The Early Show | CM | 7-9a | ---1--- | :30 | 1 | \$700.00 | P-3 | 0.00 NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$700.00 | | 0.00 | | |
| E 64 | WKMG | 10/25/12 | 10/25/12 | M-F 7:30-8p Inside Ed Inside Edition | CM | 730-8p | ---1--- | :30 | 1 | \$1,800.00 | P-3 | 0.00 NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | | | | | 1 | \$1,800.00 | | 0.00 | | |



WKMG

Print Date: 10/19/12

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Contract / Revision

262655

Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|--|-------------------|----------------|-------------|-----|---------------|-------------|-----|----------|--------|-------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E 64 | WKMG | 10/25/12 | 10/25/12 | M-F 7:30-8p Inside Ed Inside Edition | CM | 730-8p | ---1--- | :30 | 1 | \$1,800.00 | P-3 | 0.00 NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | 1 | | \$1,800.00 | | 0.00 | | | | | |
| E 65 | WKMG | 10/25/12 | 10/25/12 | Thu Prime 8p Big Bang Theory | CM | 8-830p | ---1--- | :30 | 1 | \$18,000.00 | P-3 | 0.00 NM | 1 | \$18,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | 1 | | \$18,000.00 | | 0.00 | | | | | |
| E 66 | WKMG | 10/25/12 | 10/25/12 | 9-10a Rachael Ray Rachael Ray | CM | 9-10a | ---1--- | :30 | 1 | \$500.00 | P-3 | 0.00 NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/22/12 | 10/28/12 | ---1--- | 1 | | \$500.00 | | 0.00 | | | | | |
| E 67 | WKMG | 10/30/12 | 10/30/12 | 10-11a Let's Make A Deal Let's Make a Deal | CM | 10-11a | -1----- | :30 | 1 | \$700.00 | P-3 | 0.00 NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | 1 | | \$700.00 | | 0.00 | | | | | |
| E 68 | WKMG | 10/30/12 | 10/30/12 | Tue Prime 10p Vegas | CM | 10-11p | -1----- | :30 | 1 | \$9,000.00 | P-3 | 0.00 NM | 1 | \$9,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | 1 | | \$9,000.00 | | 0.00 | | | | | |
| E 69 | WKMG | 10/30/12 | 10/30/12 | M-F 11p News M-F 11p News | CM | 11-1135p | -1----- | :30 | 1 | \$2,500.00 | P-3 | 0.00 NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | 1 | | \$2,500.00 | | 0.00 | | | | | |
| E 70 | WKMG | 10/30/12 | 10/30/12 | M-F David Letterman David Letterman | CM | 1136p-1238a | -1----- | :30 | 1 | \$1,000.00 | P-3 | 0.00 NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | 1 | | \$1,000.00 | | 0.00 | | | | | |
| E 71 | WKMG | 10/30/12 | 10/30/12 | 11-12p Price Is Right Price Is Right | CM | 11a-12p | -1----- | :30 | 1 | \$1,400.00 | P-3 | 0.00 NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | 1 | | \$1,400.00 | | 0.00 | | | | | |
| E 72 | WKMG | 10/30/12 | 10/30/12 | 1230-2p CBS Soaps Soaps | CM | 12:30-2p | -1----- | :30 | 1 | \$1,250.00 | P-3 | 0.00 NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | 1 | | \$1,250.00 | | 0.00 | | | | | |
| E 73 | WKMG | 10/30/12 | 10/30/12 | Local 6 News 12-1230p Local 6 News 12-1230p | CM | 12-1230p | -1----- | :30 | 1 | \$1,250.00 | P-3 | 0.00 NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | 1 | | \$1,250.00 | | 0.00 | | | | | |
| E 74 | WKMG | 10/30/12 | 10/30/12 | 2-3p The Talk The Talk | CM | 2-3p | -1----- | :30 | 1 | \$700.00 | P-3 | 0.00 NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | 1 | | \$700.00 | | 0.00 | | | | | |
| E 75 | WKMG | 10/30/12 | 10/30/12 | 3-4p Doctors The Doctors | CM | 3-4p | -1----- | :30 | 1 | \$500.00 | P-3 | 0.00 NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | 1 | | \$500.00 | | 0.00 | | | | | |
| E 76 | WKMG | 10/30/12 | 10/30/12 | 4-430p Extra Extra | CM | 4-430p | -1----- | :30 | 1 | \$700.00 | P-3 | 0.00 NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |



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Contract / Revision

262655

Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|-------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 76 | WKMG | 10/30/12 | 10/30/12 | 4-430p Extra Extra | CM | 4-430p | -1----- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 77 | WKMG | 10/30/12 | 10/30/12 | Morn News at 5a Morn News at 5a | CM | 5-530a | -1----- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 78 | WKMG | 10/30/12 | 10/30/12 | News at 5p News at 5p | CM | 5-530p | -1----- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 79 | WKMG | 10/30/12 | 10/30/12 | News at 6p News at 6p | CM | 6-630p | -1----- | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| E 80 | WKMG | 10/30/12 | 10/30/12 | Morn News at 6a Morn News at 6a | CM | 6-7a | -1----- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 81 | WKMG | 10/30/12 | 10/30/12 | News at 7p News at 7p | CM | 7-7:30p | -1----- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E 82 | WKMG | 10/30/12 | 10/30/12 | CBS This Morning The Early Show | CM | 7-9a | -1----- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 83 | WKMG | 10/30/12 | 10/30/12 | Tue Prime 8p NCIS | CM | 8-9p | -1----- | :30 | 1 | \$18,000.00 | P-3 | 0.00 | NM | 1 | \$18,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | | 1 | \$18,000.00 | | 0.00 | | | |
| E 84 | WKMG | 10/30/12 | 10/30/12 | 9-10a Rachael Ray Rachael Ray | CM | 9-10a | -1----- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 85 | WKMG | 10/30/12 | 10/30/12 | Tue Prime 9p NCIS:LA | CM | 9-10p | -1----- | :30 | 1 | \$15,000.00 | P-3 | 0.00 | NM | 1 | \$15,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/29/12 | 11/04/12 | -1----- | | | | | 1 | \$15,000.00 | | 0.00 | | | |
| E 86 | WKMG | 10/24/12 | 10/24/12 | 10-11a Let's Make A Deal Let's Make a Deal | CM | 10-11a | --1---- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 87 | WKMG | 10/24/12 | 10/24/12 | M-F 11p News M-F 11p News | CM | 11-1135p | --1---- | :30 | 1 | \$2,500.00 | P-3 | 0.00 | NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$2,500.00 | | 0.00 | | | |
| E 88 | WKMG | 10/24/12 | 10/24/12 | M-F David Letterman David Letterman | CM | 1136p-1238a | --1---- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$1,000.00 | | 0.00 | | | |



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Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
| | | | | | | | | | | | | | | Spots | Amount |
| E 88 | WKMG | 10/24/12 | 10/24/12 | M-F David Letterman David Letterman | CM | 1136p-1238a | --1---- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 89 | WKMG | 10/24/12 | 10/24/12 | 11-12p Price Is Right Price Is Right | CM | 11a-12p | --1---- | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| E 90 | WKMG | 10/24/12 | 10/24/12 | 1230-2p CBS Soaps Soaps | CM | 12:30-2p | --1---- | :30 | 1 | \$1,250.00 | P-3 | 0.00 | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$1,250.00 | | 0.00 | | | |
| E 91 | WKMG | 10/24/12 | 10/24/12 | Local 6 News 12-1230p Local 6 News 12-1230p | CM | 12-1230p | --1---- | :30 | 1 | \$1,250.00 | P-3 | 0.00 | NM | 1 | \$1,250.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$1,250.00 | | 0.00 | | | |
| E 92 | WKMG | 10/24/12 | 10/24/12 | 2-3p The Talk The Talk | CM | 2-3p | --1---- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 93 | WKMG | 10/24/12 | 10/24/12 | 3-4p Doctors The Doctors | CM | 3-4p | --1---- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 94 | WKMG | 10/24/12 | 10/24/12 | 4-430p Extra Extra | CM | 4-430p | --1---- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$700.00 | | 0.00 | | | |
| E 95 | WKMG | 10/24/12 | 10/24/12 | Morn News at 5a Morn News at 5a | CM | 5-530a | --1---- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$500.00 | | 0.00 | | | |
| E 96 | WKMG | 10/24/12 | 10/24/12 | News at 5p News at 5p | CM | 5-530p | --1---- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 97 | WKMG | 10/24/12 | 10/24/12 | News at 6p News at 6p | CM | 6-630p | --1---- | :30 | 1 | \$1,400.00 | P-3 | 0.00 | NM | 1 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$1,400.00 | | 0.00 | | | |
| E 98 | WKMG | 10/24/12 | 10/24/12 | Morn News at 6a Morn News at 6a | CM | 6-7a | --1---- | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$1,000.00 | | 0.00 | | | |
| E 99 | WKMG | 10/24/12 | 10/24/12 | News at 7p News at 7p | CM | 7-7:30p | --1---- | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$1,800.00 | | 0.00 | | | |
| E100 | WKMG | 10/24/12 | 10/24/12 | CBS This Morning The Early Show | CM | 7-9a | --1---- | :30 | 1 | \$700.00 | P-3 | 0.00 | NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$700.00 | | 0.00 | | | |



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262655

Flight Dates 10/24/12-10/30/12

Hiatus Dates

Original Date / Revision 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser **POL/American Crossroads** Product **AMERICAN CROSSROADS** Estimate # **1257**

| | | | | | | | | | | | | | Totals | |
|-------|------|-------------------|-----------------|------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|-----------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| E100 | WKMG | 10/24/12 | 10/24/12 | CBS This Morning The Early Show | CM | 7-9a | --1---- | :30 | 1 | \$700.00 | P-3 | 0.00 NM | 1 | \$700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$700.00 | | 0.00 | | |
| E101 | WKMG | 10/24/12 | 10/24/12 | 9-10a Rachael Ray Rachael Ray | CM | 9-10a | --1---- | :30 | 1 | \$500.00 | P-3 | 0.00 NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$500.00 | | 0.00 | | |
| E102 | WKMG | 10/24/12 | 10/24/12 | Wed Prime 9p Criminal Minds | CM | 9-10p | --1---- | :30 | 1 | \$14,000.00 | P-3 | 0.00 NM | 1 | \$14,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/22/12 | 10/28/12 | --1---- | | | | | 1 | \$14,000.00 | | 0.00 | | |
| | | | | | | | | | | | | | Totals | 102\$268,400.00 |